

Aga Khan Foundation (India)

Request for Proposal

RFP Title	Video Documentation for DIY Video for Khel Kona
Reference No	AKF INDIA/2025/SERVICE/11
Bid Validity	90 days
Date of Publishing	17 August 2026
Deadline for request for clarification	20 August 2026
Date of Written Response to bidders' queries	21 August 2026
Deadline for Submission	25 August 2026
Email ID for Submission	akfindia.helpdesk@akdn.org

1. Instructions

All proposals must be in writing, in the English language, and signed and dated by an authorized person of the bidder. Bidders must use the forms provided in the Annexures of this RFP.

2. Validity

The proposal validity period should be at least Ninety (90) days following the bid deadline. This should be clearly mentioned in both the technical and financial proposal.

3. Costs of preparing bid

No costs incurred by the bidder in preparing and submitting the bid shall be reimbursable. All such costs shall be borne by the bidder. If proposed experts are interviewed or called for a presentation, all costs shall be borne by the bidder.

4. Ownership of bid

The Aga Khan Foundation retains ownership of all bids received under this bid procedure. Consequently, bidders have no right to have their bid returned to them.

5. Alteration or withdrawal of bids

Bidders may alter or withdraw their bids by written notification prior to the stated deadline for submission of

bids. No bids may be altered after this deadline. Withdrawals must be unconditional and will end all participation in the bid procedure.

1. Opening of bid

The bid will be opened by the Aga Khan Foundation within **15 days** from the deadline for the submission of the bid.

Any attempt by a bidder to influence the bid evaluation committee, which will comprise representatives of the Aga Khan Foundation, in the process of examination, clarification, evaluation and comparison of bids, to obtain information on how the procedure is progressing or to influence the contracting authority in its decision concerning the award of the contract will result in immediate rejection of its bid.

2. Submission of bids

The bid has to be submitted in the prescribed format on or before 25 August, 2026. Indian Standard Time to akfindia.helpdesk@akdn.org

- 2.1 **Technical and financial proposals should be submitted simultaneously, but through separate emails**, with the RFP reference and the clear description of the proposal (technical or financial) by the date and time stipulated in this document. If the emails and email attachments are not marked as instructed, AKF will assume no responsibility for the misplacement or premature opening of the proposals submitted.
- 2.2 Both email text bodies should indicate the name and address of the bidder and the description of the proposal (technical or financial). The technical email should not contain any pricing information, nor should the financial email contain any component of the technical proposal.
- 2.3 Technical proposals should be submitted in one (1) email accompanied by the forms prescribed in this RFP, clearly marked as “technical proposal”- in the email subject line and corresponding attachment should read: (RFP Reference No.) – (name of bidder) – TECHNICAL PROPOSAL
- 2.4 The technical proposal should not contain any details of the financial proposal / budget. **Any financial information contained in the technical proposal will invalidate the proposal.**
- 2.5 Financial proposals should be submitted in one (1) email with the email subject line as ‘FINANCIAL PROPOSAL’ and corresponding email attachment should read: (RFP Reference No.) – (name of bidder) – FINANCIAL PROPOSAL.
- 2.6 The **Financial Proposal should contain the budget in a password protected file (excel and/or pdf), which can be opened only with the password. The bidder should not mention any financial amount in the email text body, or the password.** Passwords should be made available only at a later date, when requested by AKF.
- 2.7 Proposals should be received by the date, time and means of submission stipulated in this RFP. Bidders are responsible for ensuring that AKF receives their proposal by the due date and time. Proposals received by AKF after the due date and time may be rejected. When receiving proposals by email (as is required for the RFP), the receipt time stamp shall be the date and time when the submission has been received in the dedicated AKF inbox. AKF shall not be responsible for any delays caused by network problems, etc. It is the sole responsibility of bidders to ensure that their proposal is received by AKF in the dedicated inbox on or before the prescribed RFP deadline

3. Request for Clarification

All questions regarding the preparation of proposals must be submitted in writing (by e-mail) to akfindia.helpdesk@akdn.org by **20 August 2026**. Responses will be provided to all interested organizations by **21 August 2026**, through email. Aga Khan Foundation is under no obligation to consider or respond to questions that are not received in a timely manner.

4. Content of bids

Each bid must comprise a technical offer and a financial offer, each of which must be submitted separately.

Technical Offer

The Technical offer must include the following documents:

- a. Bid form (Annexure I)
- b. Technical proposal, as per the guidelines detailed under the terms of reference (Annexure II)

Financial Offer

The financial offer should be presented as per template (Annexure III) provided and if necessary, completed with a separate sheet for details.

5. Evaluation of bids

The criteria presented below has been tailored to the requirements of this RFP. Bidders should note that these criteria serve to:

- (a) identify the significant matters that bidders must address in their proposals and
- (b) set the standard against which all bidders will be evaluated.

All proposals will be evaluated by the bid evaluation committee, based on the extent to which proposals meet the selection criteria outlined below. To the extent that they are deemed necessary, negotiations may be conducted with the highest rated bidders. Evaluation percentage scores are also provided against each of the selection criteria. The number of points assigned indicates the relative importance of each factor.

In evaluating proposals, the evaluation committee will follow a Quality and Cost Based Selection, using a three-stage value selection procedure.

The most economically advantageous bid is established by weighing technical quality against price on an 80/20 basis.

Stage I - Technical Evaluation

Each technical proposal shall be evaluated on:

S. no.	Technical Assessment	Weightage
1.	Organization profile and profile of team to be staffed on this task	25
2.	Proven experience in creating DIY videos, with preference given to agency having experience in ECD-related projects.	20
3.	Understanding of the scope of work and approach for completing the assignment.	40
4.	Implementation plan and timeline of activities (as per the need of the assignment))	15

	Total	100
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Stage II - Financial Evaluation

Upon completion of the technical evaluation, the financial offers of those bids only which were not eliminated during the technical evaluation will be considered.

Stage III - Shortlisting

Based on total scores at the end of Stage Two, the bid evaluation committee may shortlist up to three bidders for a virtual presentation as the third stage of the evaluation. The presentation shall discuss and/or clarify the technical and cost proposals of shortlisted bidders. The bid evaluation committee expects that at a minimum, the named bidder's Project Leader shall be in attendance. Once the presentations are completed, the bid evaluation committee shall re-score the proposals of the shortlisted agencies/ team of experts, and select the firm with the highest total score.

6. Signature of the contract

- 6.1 The successful bidder will be informed in writing that its bid has been accepted (notification of award). Before the contracting authority signs the contract with the successful bidder, the successful bidder may be required to provide documentary proof or statement required under the law of the country in which the company (or each of the companies in case of a consortium) is established.
- 6.2 If the successful bidder fails to provide, upon request by the contracting authority, the documentary proof or statement or the evidence of the financial and economic standing and the technical and professional capacity within 7 calendar days following the notification of award or if the successful bidder is found to have provided false information, the award will be considered null and void. In such a case, the contracting authority may award the bid to the next lowest bidder or cancel the bid procedure.
- 6.3 Within 7 days of receipt of the contract signed by the contracting authority, the selected bidder must sign and date the contract and return it to the contracting authority. On signing the contract, the successful bidder will become the contractor and the contract will enter into force.

7. Confidentiality

The entire evaluation procedure, from the drawing up of the shortlist to the signature of the contract, is confidential. The evaluation committee's decisions are collective, and its deliberations are held in closed session. The members of the evaluation committee are bound to maintain secrecy. The evaluation reports and written records are for official use only and may be communicated to neither the bidders nor to any party other than the contracting authority.

8. Ethical clauses/corrupt practices

- 8.1 Any attempt by a bidder to obtain confidential information, enter into unlawful agreements with competitors or influence the evaluation committee or the contracting authority during the process of examining, clarifying, evaluating and comparing bidders will lead to the rejection of its bid and may result in administrative penalties.
- 8.2 The bidder must not be affected by any potential conflict of interest and shall have no link with other

bidders or parties involved in the project.

- 8.3 The evaluation committee reserves the right to suspend or cancel project financing if corrupt practices of any kind are discovered at any stage of the award process or during the implementation of a contract and if the contracting authority fails to take all appropriate measures to remedy the situation. For the purpose of this provision, "corrupt practices" are the offer of a bribe, gift, gratuity or commission to any person as an inducement or reward for performing or refraining from any act relating to the award of a contract or implementation of a contract already concluded with the contracting authority.
- 8.4 Bidders will be rejected, or contracts terminated if it emerges that the award or execution of a contract has given rise to unusual commercial expenses. Such unusual commercial expenses are commissions not mentioned in the main contract or not stemming from a properly concluded contract referring to the main contract, commissions not paid in return for any actual and legitimate service, commissions remitted to a tax haven, commissions paid to a payee who is not clearly identified or commissions paid to a company which has every appearance of being a front company.
- 8.5 Failure to comply with one or more of the ethical clauses may result in the exclusion of the bidder or contractor from other commission contracts and in penalties.

9. Cancellation of the bid procedure

In the event of cancellation of the bid procedure, bidders will be notified of the cancellation by the contracting authority.

Cancellation may occur where:

- the bid procedure has been unsuccessful, i.e., no qualitatively or financially worthwhile bid has been received or there is no response at all;
- the economic or technical data of the project has been fundamentally altered.
- Exceptional circumstances or *force majeure* render normal performance of the contract impossible.
- all technically compliant bids exceed the financial resources available.
- There have been irregularities in the procedure, where these have prevented fair competition.

In no event shall the contracting authority be liable for any damages whatsoever including, without limitation, damages for loss of profits, in any way connected with the cancellation of a bid even if the contracting authority has been advised of the possibility of damages. The publication of a procurement notice does not commit the contracting authority to implement the programme or project announced.

Annexure I - Bid Form**Bidder's Details**

1.	Name of the Agency/ team of experts	
2.	Name and Designation of Authorized Signatory	
3.	Communication Address	
4.	Office Phone No, Mobile No:	
5.	E-Mail ID of key contact person	
6.	GST registration Number:	
7.	PAN Number	

Details of Bidder's representative

8.	Name of the Contact Person:	
9.	Designation:	
10.	Phone No:	
11.	E-Mail ID:	

Continuation of Annexure I

DECLARATION

I, _____, Resident of _____, Proprietor / Director / Authorized Signatory of the Company / Firm, mentioned above, is competent to sign this declaration and execute this bid document.

I / We hereby certify that I / we have read the entire terms and conditions of the bid documents, including all documents like annexures etc., which form part of the contract agreement and I / we shall abide hereby by the terms / conditions / clauses contained therein.

The rates quoted by me / us are valid and binding upon me for the entire period of contract and period of extension.

The information / documents furnished along with the above application are true and authentic to the best of my knowledge and belief. I / we are aware of the fact that furnishing of any false information / fabricated document would lead to rejection of my / our bid at any stage besides liabilities towards prosecution under appropriate law.

The corrigendum(s) issued from time to time by your department/organization too have all been taken into consideration, while submitting this declaration letter.

I / we hereby unconditionally accept the bid conditions of above-mentioned bid document(s) in its totality. In case any provision of this bid is found violated, then your organization shall without prejudice to any other right or remedy be at liberty to reject this bid.

Authorized Signatory (Signature In full): _____

Name and title of Signatory: _____

Stamp of the Company: _____

Vendor Due diligence and Registration

1.	Conducted by:	AKF	2.	State	Delhi
3.	Vendor ID		4.	City	
5.	Nature of Vendor: (Partner, Company, Firm, Proprietor, Trust, AOP, etc.)				
6.	Vendor Name: - (Name as appearing in your Invoice / Bill & on which you are registered)				
7.	Vendor Address				
8.	City & State		9.	Pin Code	
10.	Contact Person Name:		11.	Mobile No.	
	(Person who we will deal with / respond to us)				
12.	Landline No. (STD Code)		13.	Email Address:	
14.	Nature of Services:		15.	Years in this business	
16.	Annual Turnover		17.	IT returns Submitted (If Applicable (last 3 years)	
18.	List of Vendor's Clients Submitted		19.	References Submitted: (from mentioned clients)	
20.	PAN Number		21.	GST Number	
22.	MSME Number		23.	Mode of Payment	
24.	Name in Bank Account		25.	Complete Bank Account Number:	
26.	Bank Name:		27.	IFSC Code	
28.	Branch Address:				
29.	Branch City		30.	Pin Code	
31.	Approved		32.	Rejected	
33.	Are the vendor is related to Aga Khan Foundation or any of its Employee - Yes / No				
34.	If Yes, Name of Person and Relation -				
35.	Recommended By :				
36.	Approved By :				

Documentation List to attached (self-attested by vendor):

1. Registration Certificate
2. Copy of PAN
3. Copy of GST registration
4. Copy of MSME

5. Address of proof
6. Copy of cross cheque
7. ITR Details Last 3 Years

TERMS OF REFERENCE

Video Documentation for DIY Video for Khel Kona

About the Organisation

The Aga Khan Foundation (AKF) is a member of the Aga Khan Development Network (AKDN), a group of 9 development agencies operating in more than thirty countries. AKF brings together human, financial, and technical resources to address some of the challenges faced by the poorest and most marginalized communities in the world. Emphasis is placed on investing in human potential, expanding opportunity, and improving the overall quality of life, especially for women and girls. AKF primarily works across seven thematic areas - agriculture and food security, building community resilience to climate change, work and enterprise, education, early childhood development, WASH, health and nutrition, and the strengthening of community institutions to lead development interventions.

AKF started its operations in India in 1978 and currently implements programs in both rural and urban areas across four states (Bihar, Delhi, Telangana, and Uttar Pradesh).

Overall Objective of the Assignment

To create a short 3-4 minute DIY video for establishing Khel Konas at home, especially in households belonging to most marginalised communities in the country. The target audience for this will be the caregivers and frontline workers (Anganwadi workers).

About Khel Kona: A "Khel Kona" is a designated play area in a home created by a parent for children aged 0-6. Khel Kona's were conceived as a response to the need for sustainable play and learning engagement at home. All play and learning material is made from waste/low-cost material available at home or in neighbourhood.

Link for more details: <https://bachpanmanao.org/bm-masterclass/khel-konas/>

Scope of Work

- Develop one DIY video of 3-4 minutes, that has following addressed:
 - o How to establish Khel Kona at home
 - o Importance of establishing Khel Kona
 - o How to make it age appropriate
- The video will be created in three languages – English, Hindi and Telugu, with subtitle in the same languages

Methodology

- The production agency will arrange all necessary tools, equipment, and crew for filming and work in collaboration with the AKF team.
- The shoot will be done in Delhi (East Delhi) or Uttar Pradesh (Bahraich) including selected field location.
- The agency will visit selected field area and other locations for filming.
- The agency will ensure that written consent has been received before filming as per AKF guidelines.
- The agency will be responsible for end-to-end video production including filming, editing the clips, Audio Integration (voice-over/music where required), adding subtitles, in English, Hindi and Telugu.
- The final output should be a high-quality, engaging DIY video with clear messaging and visuals.

Roles and Responsibilities

AKF (India):

- Will select on the stylistic treatment/presentation style of the DIY video (based on suggestions/proposals from production agency).
- Provide support to the production agency in selection of location for the shoot, arrange for field visit and appointments throughout the filming process.
- Provide feedback to the agency on for capturing the information.
- Provide all relevant documentation useful to the agency for this assignment.
- Provide the required consent forms.
- All copyright for videos, photos and raw footage will belong to AKF.

Production Agency:

- Prepare a detailed story board, including narrative structure, suggested visuals and b-roll, Sequences of scene and finalise it in consultation with AKF team after reviewing the relevant documents, guidelines, etc.
- Conduct shooting, editing and all other necessary processes for developing the final DIY video.
- The main documentary film will be produced in English, Hindi and Telugu, with subtitle in the same languages.
- Keep AKF POC informed on the progress of the film through regular updates and discussions.
- Adhere to the visibility and branding guidelines of AKF where required.
- Ensure that written consent has been received.
- Provide AKF the final video file. All raw footage and images captured during the filming process.
- Give final footage and all the raw files in a hard disk to AKF.

Key Deliverables

- One DIY video (3–4 minutes) in three languages (English, Hindi & Telugu)
- Subtitled versions in each language
- Approved storyboard document
- Raw footage and photographs
- Final edited video files in required formats

Quality Standards

- Clear and engaging visual storytelling
- Minimum Full HD (1080p) video quality
- Clear and audible sound
- Accurate subtitles and language adaptation
- Simple, clear, and engaging instructional content

Ownership and Intellectual Property

All materials produced under this assignment, including:

- Final videos
- Raw footage
- Images

will remain the exclusive property of AKF, India. The agency may not use or distribute any content without prior written approval.

Cost Estimates

The agency is expected to provide break-up for the entire assignment as per following heads (Format Attached)

- Pre-production costs (concept development, scripting, storyboard)
- Production costs (crew, equipment, travel, logistics, location expenses)
- Post-production costs (editing, sound design, subtitles, language adaptations)
- Voice-over and translation (English, Hindi, Telugu)
- Travel and stay
- Miscellaneous costs (if any)
- Applicable taxes (clearly indicated)

Payment

AKF POC will monitor the progress of the project and the consultancy fee will be paid against the approved following deliverables:

- Upon signing of the contract and submission of the final approved storyboard: 20%
- Submission of the first-cut of the film (upon completion of filming and submission of the first edited draft: 30%
- Submission and approval of final deliverables: 50%

Final video (all language versions), subtitled versions. All raw footage and images and Hard disk containing complete deliverables

Timeline

The timeline of the entire contract will be for 2 months, from the date of signing of the contract.

Annexure III - Financial Proposal

Detailed budget line item-wise costs under the broad cost heads of Personnel, Travel, Training, Printing and stationery, Communication, Data analysis, etc. should be given in the following template.

S. No.	Particulars	Unit	Time Unit	Unit Cost	Total (INR)	Rationale
Total						

Authorized Signatory (signature in full): _____

Name and Title of Signatory: _____

Company Rubber Stamp: _____

Please note that we will not be able to reimburse any per diem and expenditure supported by self-declaration.

